



Contra
Costa
County

To: Board of Supervisors
From: Julia R. Bueren, Public Works Director/Chief Engineer
Date: October 6, 2015

Subject: Participation in the San Ramon Valley Street Smarts Program (District II)

RECOMMENDATION(S):

ALLOCATE a total of \$20,000 from the Dougherty Valley Regional Enhancement Fund to implement the San Ramon Valley Street Smarts Program for Fiscal Year 2015/16.

AUTHORIZE expenditure of \$10,000 for Fiscal Year 2015/16 from the Dougherty Valley Regional Enhancement Fund to add to contributions by the City of San Ramon, the Town of Danville, and the San Ramon Valley Unified School District to implement the San Ramon Valley Street Smarts Program, and;

AUTHORIZE the Public Works Director, or designee, to execute a Memorandum of Understanding with the Town of Danville for Fiscal Year 2015/16, and contribute \$10,000 in funds from the Dougherty Valley Regional Enhancement Fund to the Town of Danville for program-related administrative services provided by the Town of Danville.

FISCAL IMPACT:

The County's participation in the San Ramon Valley Street Smarts Program is fully funded by the Dougherty Valley Regional Enhancement Fund. The total contribution is \$20,000 for fiscal year 2015/16. Ten thousand dollars (\$10,000) is contributed directly to the San

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **10/06/2015** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Mary N. Piepho, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: October 6, 2015

David Twa, County Administrator and Clerk of the Board of Supervisors

By: June McHuen, Deputy

Contact: Monish Sen,
925-313-2187

cc:

Ramon Valley Street Smarts Program and \$10,000 is provided to the Town of Danville for the costs of administering the San Ramon Valley Street Smarts Program.

BACKGROUND:

The San Ramon Valley multi-agency education campaign is implemented through the collaborative effort of the Street Smarts Advisory Committee (“Advisory Committee”), which meets periodically to implement program components.

The Advisory Committee has adopted several large-scale programs to be implemented. They include:

- **Street Smarts Media Annual Press Release:** An annual press release will be sent out at the beginning of the program year outlining the upcoming Street Smarts Program. The release will encourage members of the media and the public to learn about Street Smarts’ traffic safety education activities for the upcoming school year.
- **Street Smarts Storybook Poster Contest:** Each year, elementary school students compete to have their drawings included in a storybook that features traffic safety concepts. The final book is unveiled each March at an awards ceremony, and thousands of copies of the book are distributed to San Ramon Valley schools, community centers, and public libraries.
- **Street Smarts “Be Reel!” Video Contest:** Each fall, middle school students work in teams to create 60-second public service announcement (PSA) videos about a specific traffic safety theme. Approximately 10 finalist videos are chosen from these submissions to be premiered at the contest awards ceremony, which will be held in January at the Danville Village Theatre. All finalist videos are broadcast on Contra Costa Television.
- **“It Happens” Teen Traffic Safety Campaign:** This program encourages high school students to learn about traffic safety through on-campus events and activities. In addition, Street Smarts has partnered with the California Highway Patrol to bring the “Start Smart” Program for new teen drivers and their parents to one local high school each semester.
- **Bike Rodeos:** As a component of Street Smarts’ Safe Routes to School efforts, bike rodeos are an after-school activity that allows students to practice their cycling and traffic safety skills in a controlled, supervised environment. Street Smarts also sets up game stations at the event to keep children not currently participating in the bicycle obstacle course occupied and entertained. These games reinforce street safety concepts.
- **Walk/Bike Challenge:** As a component of Street Smarts’ Safe Routes to School efforts, the Walk/Bike Challenge provides incentives for children to walk and bike to school. Through a simple, online tracking system (www.walkbikechallenge.com), children record the number of times per week that they walk either to or from school. Prizes will be awarded for individual participation; also, there is a competitive factor: the classroom with the highest participation overall will receive additional incentives.
- **Traffic Safety Assemblies:** Street Smarts has devised an elementary school assembly designed to teach students the basics of pedestrian and bicycle safety.
- **Community Outreach Efforts:** Street Smarts staff attends over two dozen community

events as part of its outreach efforts, including “Music in the Park” at Livorna Park in Alamo. At the events, Street Smarts staffs an information booth with traffic safety information and activities for children, teens, drivers and seniors.

- Street Smarts Web Site: To advance its community outreach efforts, the Street Smarts web site (www.street-smarts.com) will continue to serve as a resource for the community to learn about traffic safety and ongoing Street Smarts programs.

CONSEQUENCE OF NEGATIVE ACTION:

Contra Costa County will no longer be a participant in the program.

CHILDREN'S IMPACT STATEMENT:

The San Ramon Valley Street Smarts Program is an educational campaign to promote traffic safety awareness to elementary, middle, and high school-aged children.

ATTACHMENTS

Memorandum

Work Plan FY 15/16

Financial Plan FY 15/16